CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1954

RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

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Telegram Expands Amusement Page

Circularizes Exhibitors-Schedules Discussions With Film Industry

The Toronto Evening Telegram has written every Toronto exhibitor, circuit head and distribution executive, a personal letter, setting out the plans now underway, to expand their amusement section. The letter, signed by Bas Mason, Tely Director of Promotion, rounds out the information carried by the Digest last week. The letter follows.

"This is written to advise you of The Telegram's new policy for the expansion of the daily entertainment news and feature coverage to serve better our readers and advertisers.

(Continued on Page 4)

On The beam

By JAY L. SMITH

Variety Club Tent No. 28 has a new crew for the coming year, headed by Harry Mandel as Chief Barker. At an election held last Thursday night, the new crew was selected from and by eleven canvassmen elected two weeks before. Harry will be aided and abetted in his duties by Dave Griesdorf as 1st Assistant Chief Barker, Clare Appel as 2nd Assistant Chief Barker, Paul Johnson as Property Master and Dan Krendel as Dough Guy. All members of the crew are new to their respective jobs, with the exception of Dan Krendel, who is in for a second year as guardian of the exchequer.

Installation of the new crew will be held at the Prince George Hotel, Tuesday evening, No. 23rd, at a dinner meeting. All members of the Club are cordially invited to attend the Installation Dinner, and the ladies are also invited to this dinner. Tickets are $5.00 each, and can be obtained from Joe Bermack of Peerless Films.

One of the most important sales meetings in Columbia's history got underway last Monday morning at the Blackstone Hotel, Chicago, general sales manager Abe Montague presiding. A Canadian delegation, headed by Canadian sales manager Harvey Harnick, and including the branch managers of all six Canadian branches, attended the meetings for the first time. The Canadian group included Lou Simmon, St. John, "Dutch" Levit, Montreal, Abe Cass, Toronto, Sam Pearlman, Winnipeg, Harry Ross, Calgary, and Nat Levant, Vancouver.

Three of the Canadian contingent were among the twelve men honored on Tuesday for 25 years or more of service to Columbia.

(Continued on Page 4)

CBC Studio Ready In Few Months

The Canadian Broadcasting Corporation has purchased the Carlton Theatre building on Parliament St. for future use as a sound broadcasting studio. Several months will

(Continued on Page 3)

Distributors & Equipment Co.'s Present Exciting Fare For Trade

Exciting fare is guaranteed to all who attend the Movie Trade Show, next week. With the possibility of a public Trade Show in the offing for next year, the venture, started a year ago, has a bright future ahead of it.

More than 25 companies, including a representative number of film exchanges, will use all available show space in the King Edward Hotel, Toronto, for this second annual trade exhibition for the three days, Nov. 23-25, as a feature of convention week.

Equipment firms were early to the fore in signing for appropriate space, including Dominion Sound

(Continued on Page 4)

Martin Luther For Presbyterian Halls

The Montreal Presbytery of the Presbyterian Church last week week gave its congregations permission to screen the controversial film Martin Luther, which has been banned by the Quebec provincial

(Continued on Page 3)

Keep your eyes on

JARO's Big 10th Anniversary For Canada Under Way With 26 Films

A few weeks ago the J. Arthur Rank Films Distributors (Canada) Limited announced their 10th Anniversary, and gave a list of 26 pictures for the 1955 season. The first two mentioned, "Doctor in the House" and "Man With a Million" have set up box-office sensations from coast to coast and, at present, "Doctor in the House" is playing: Ottawa, seven weeks; Toronto, eleven weeks at two theatres and still going; Montreal, four weeks and held over; Halifax, eight days; Edmonton, now in the sixth week; Vancouver, ten weeks; Victoria,

(Continued on Page 3)

VOTE AS YOU LIKE BUT VOTE FOR DON

Don Summerville, Prince of Wales Theatre, Toronto, is running for Alderman in Ward 8. Advise your employees and friends in the Beach district to vote for Don. Our industry should have a representative in Toronto's City Council.

Paramount Pictures Income For 1954 Up

Paramount Pictures Corporation estimates the earnings of the corporation and its consolidated domestic and Canadian subsidiaries for the third quarter ended October 2, 1954, at $2,428,000 after provision for United States and Canadian income taxes. These earnings represent $1.10 per share on the 2,208,133 shares outstanding and in the hands of the public

(Continued on Page 3)

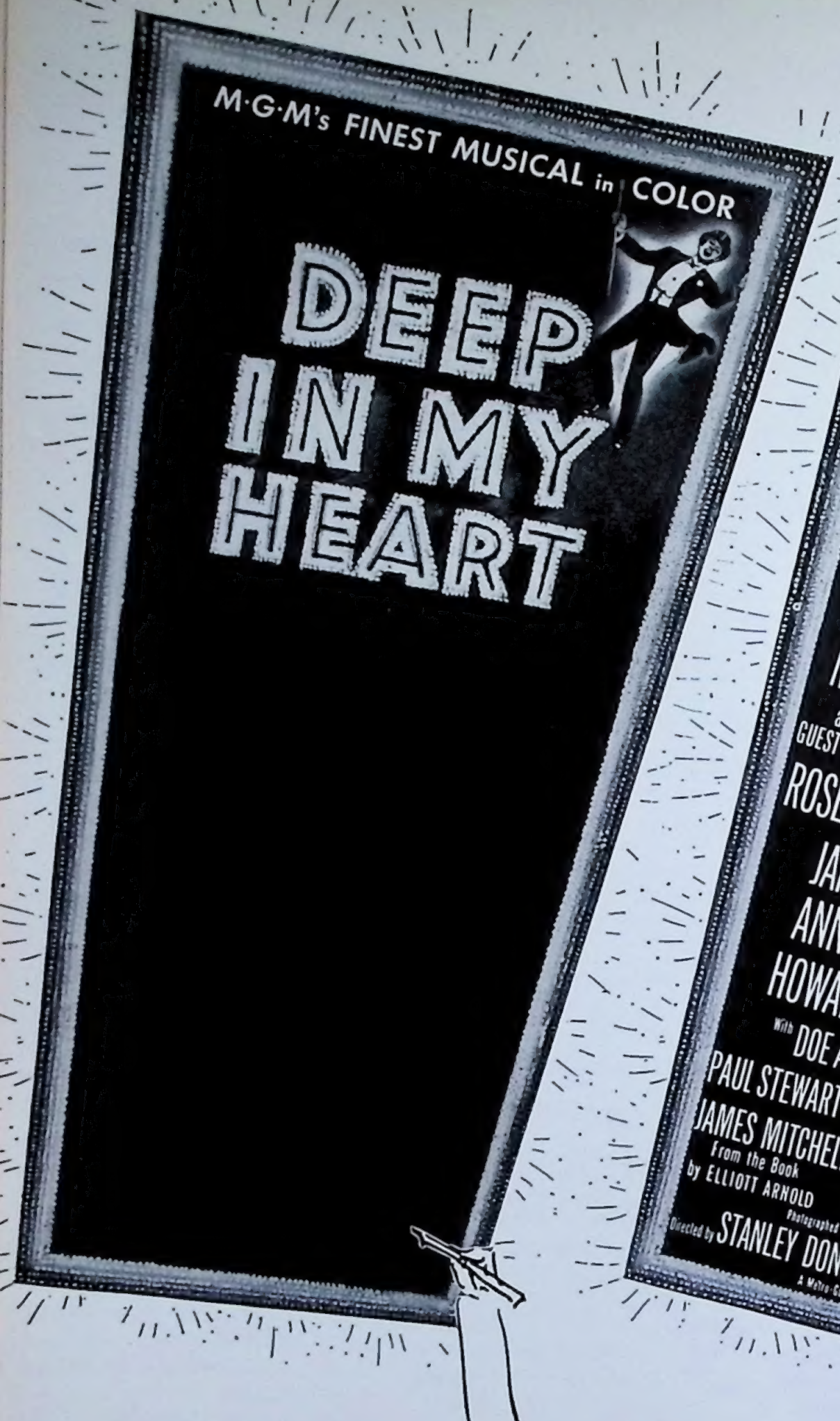
TV Links 32 Theatres For Met Gala Opening

The Metropolitan Opera last Monday opened its new season not only in its own 71-year-old theatre but in 32 other theatres in cities across the USA.

What has been a gala evening

(Continued on Page 3)

AGVA AND AFM SIGN PEACE PACT FOR 5 YEARS. VARIETY CLUB LEADERS WELCOME MOVE AND PLAN ACTIVITIES LONG DELAYED BY THE AGVA VS. AFM DISPUTE.

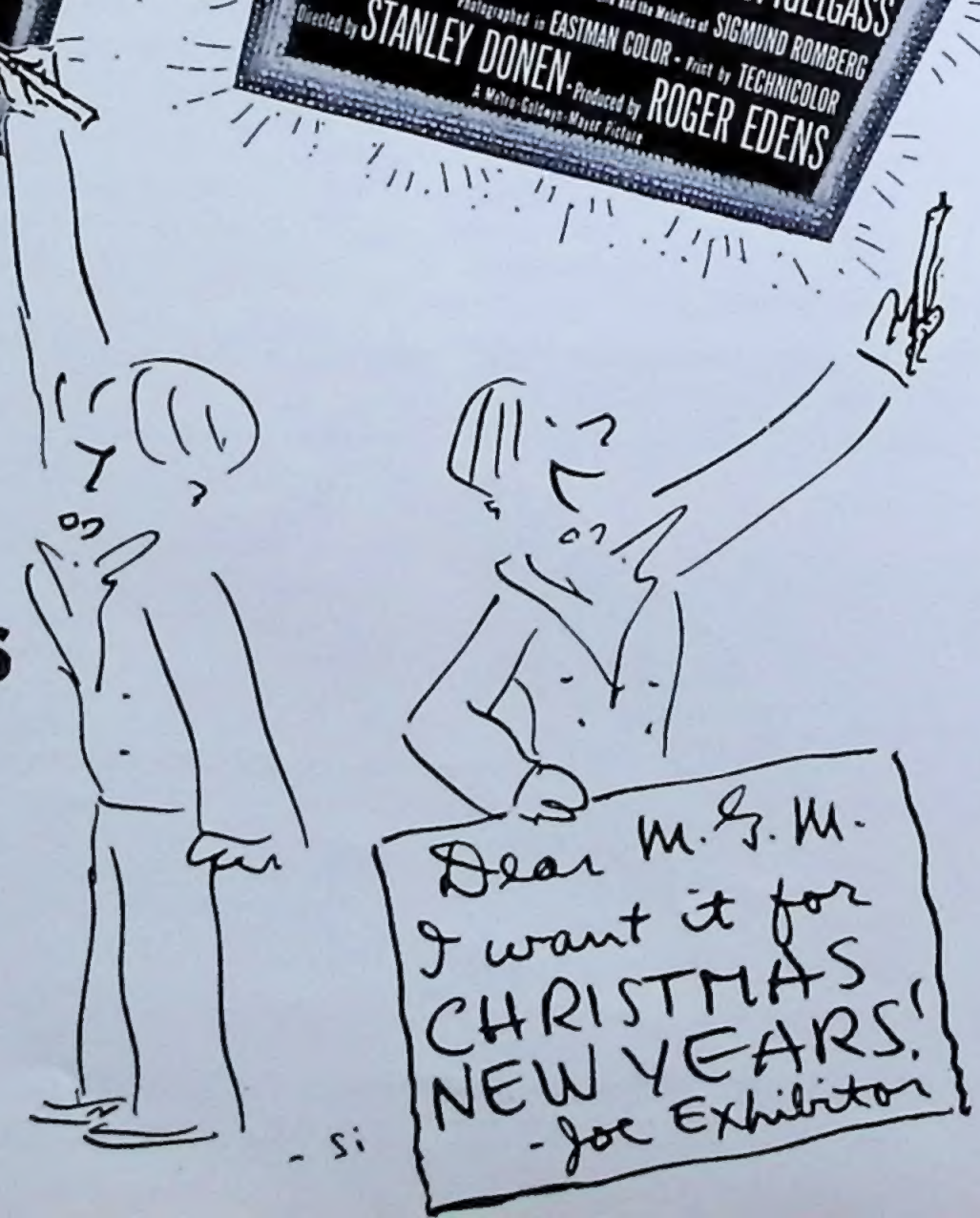


M·G·M's FINEST MUSICAL in COLOR
DEEP IN MY HEART
Starring JOSE FERRER
MERLE OBERON HELEN TRAUBEL
and
GUEST STARS WALTER PIDGEON · PAUL HENREID
ROSEMARY CLOONEY · GENE & FRED KELLY
JANE POWELL · VIC DAMONE
ANN MILLER · CYD CHARISSE
HOWARD KEEL · TONY MARTIN
With DOE AVEDON · TAMARA TOUMANOVA
PAUL STEWART · ISOBEL ELSOM · WILLIAM OLVIS
JAMES MITCHELL Screen Play by LEONARD SPIGELGASS
From the Book by ELLIOTT ARNOLD
Based on the Life and the Melodies of SIGMUND ROMBERG
Photographed in EASTMAN COLOR · Print by TECHNICOLOR
Directed by STANLEY DONEN · Produced by ROGER EDENS
A Metro-Goldwyn-Mayer Picture

IF YOU COULD HAVE PICKED THE STARS FOR THIS WONDERFUL LOVE STORY–

YOU TOO WOULD HAV CHOSEN "THE GREATEST ARRAY OF MUSICAL TALENT IN ALL PICTUREDOM

(To Quote The Hollywood Reporter)



(AVAILABLE IN PERSPECTA STEREOPHONIC OR 1-CHANNEL SOUND)

PARAMOUNT

(Continued from Page 1)

as of that date.

Consolidated earnings for the quarter ended October 3, 1953, were estimated at $2,005,000 and represented $ .89 per share on the 2,256,158 shares then outstanding.

Consolidated earnings for the nine months ended October 2, 1954, after taxes are estimated at $6,390,000. These earnings include net profit on sale and adjustment of investments in subsidiary and affiliated companies of approximately $832,000 (after deducting applicable income taxes). These earnings, including such net profit on sales of investments represent $2.89 per share and, excluding such net profit, $2.52 per share.

Consolidated earnings for the nine months of 1953 were estimated at $4,996,000 and represented $2.21 per share.

LUTHER

(Continued from Page 1)

board of censors.

The Presbytery said it passed a resolution last week stipulating that the film could be shown in church buildings without restricting admission to members of any particular faith. The resolution was adopted with two dissenting votes after 30 minutes' discussion. The film is distributed by IFD.

CBC STUDIO

(Continued from Page 1)

be required to make alterations to the building, and it is not expected that it will be ready for studio use until next spring.

Purchase of the property assures the CBC of an adequately-proportioned studio for the production of programs involving large orchestras, such as the CBC Symphony Orchestra, for which studio space is not available at the Corporation's main premises on Jarvis Street. The new property ultimately will serve to replace existing studio accommodation not owned by the Corporation.

2 New Members Join National Film Board

The Canadian government appointed Mitchell W. Sharp, Ottawa deputy minister of trade and commerce, and Bruce Hutchison, Canadian author of Victoria, B.C., as members of the National Film Board.

Charles S. Band, of Toronto, was reappointed to another three-year term.

Across the Country

Toronto and District

When "A Midsummer Night's Dream" plays three nights in December at Maple Leaf Gardens, Toronto, with the Toronto Symphony Orchestra, three of the principals will be Moira Shearer, Stanley Holloway and Robert Helpmann who are widely known to moving picture fans.

• • •

Two ladies shared the spotlight when a Hollywood star made a personal appearance at the Scarboro Theatre on the Kingston Road, Toronto. One was Jan Sterling who was making the rounds of Twentieth Century units where her "The Human Jungle" was playing. The other was Beryl Goodwin, manager of the theatre, and pretty too.

• • •

Delegates to the annual convention Nov. 25 at the King Edward Hotel, Toronto, of the Motion Picture Theatres Association of Ontario have been asked to register at the desk on the 17th floor at 9.30 a.m. so that the meeting can be called to order at 10 o'clock.

• • •

Manager George Shepherd of the Odeon Theatre, Peterborough, added a special attraction during a recent engagement in a stage demonstration by archery champions Robert and Barbara Fleet, who also appeared at the juvenile show Saturday morning, Nov. 6.

Prairies

When George B. Bailey, owner and manager of the Lux Theatre, Humboldt, Sask., introduced CinemaScope recently, he entertained 1,600 school children of the town and district at free showings of the British Empire Games, a cartoon and a comedy.

• • •

Construction has started on a 500-seat theatre at Unity, Sask., being built by the Wouters family, owners of the Twi-Lite drive-in theatre at Unity. The town has one other theatre. Cost is expected to be about $80,000 and the building will be 120 feet by 40 feet with an auditorium 93 feet deep.

Maritimes

The Odeon-Garson Circuit has now installed CinemaScope in all its theatres with the exception of the Empress, Moncton, and Garrick, Halifax. CinemaScope with full stereophonic sound has been installed in the Capitol, Moncton, Strand, Saint John, and Casino, Halifax. The Kent, Saint John, and Oxford, Halifax, and all others are the single-track optical sound.

• • •

The Capitol Theatre, Saint John, N.B., (Famous Players) has now switched over into CinemaScope single optical.

• • •

Mr. A. J. Mason and Mr. F. Gordon Spencer will attend the Motion Picture Industry Council meetings to be held in Toronto the end of November.

Vancouver

Doug Rosen, Canadian general manager of International Films and R. Auerbach, vice-president of IFD, were local visitors briefing their local staff on the take-over of Allied Artists product formerly released by JARO.

• • •

Joe Liberman of B & L Circuit, operators of 16 theatres in the Maritimes and Maine with St. John headquarters, was holidaying with his wife on the Pacific Coast.

• • •

FPTMA held their ninth annual industry ball at the Commodore Supper Club Sunday, October 31st with net proceeds in aid of Vancouver Boys Club. Four hundred show folk and friends were present for the dance and floor show. FPCC boys always put on a good show.

JARO'S 10TH

(Continued from Page 1)

two weeks.

"The Beachcomber," in color by Technicolor, will break across Canada for the Christmas week, starring Robert Newton, Donald Sinden and Glynis Johns, followed closely by "The Purple Plain" with Gregory Peck, in color by Technicolor. Critics acclaim Peck's performance as the best ever.

The Venice Film Festival Grand Prize winner, "Romeo and Juliet" will be the Road Show attraction for release on January 15th. The first opening of this film will take place on December 22nd in New York and betwen the United States publicity and the gigantic campaign by JARO in Canada with a radio, television and stepped-up national advertising campaign, the exhibitors and patrons will be completely familiar with this great motion picture — spreads in Life, Time, and Saturday Review are already placed.

Special field exploitation men are being hired in Canada to assist the exhibitor in their advance publicity so that the theatres can be assured of top box-office grosses. For the second time in the history of JARO in Canada they have a true road show picture based on the policy of continuous performances with an advanced admission price schedule.

Exhibitors have already started co-operating with the distributor to make this film one of the greatest box-office successes in the history of the Canadian motion picture industry.

Special ideas and exploitation are being developed at the minimum cost to the exhibitor. The branch managers of the organization are only too willing to assist whenever possible and the advertising and publicity department at the JARO head office in Toronto under Tom Knight are happy to handle any queries that may arise.

An anniversary such as this is usually a time for receiving gifts, but in 1955 JARO are giving the greatest line-up of product to the Canadian exhibitor.

Queen Mother Sees White Christmas

Queen Mother Elizabeth of England was treated to a screening of Irving Berlin's "White Christmas," in VistaVision, by President Eisenhower during Her Majesty's visit to the White House last weekend. The Paramount picture was unveiled in Famous Players' Imperial, Toronto, last week.

THE CANADIAN MOVING PICTURE DIGEST, Entered as Second Class Matter. Jay L. Smith, Editor-in-Chief; Max Chic, Associate Editor. Correspondents: Bruce Peacock, Regina, Sask.; Jack Droy, Vancouver, B.C.; Will McLaughlin, Ottawa, Ont.; Bill Press, Toronto, Ont.; Helen Crowley, St. John, N.B. Address all mail to the Publisher, Canadian Moving Picture Digest Company, Limited, 21 Dundas Square, Toronto. Telephone: EMpire 8-8696. Cable: Raydigest. Established 1915. Publication weekly. Subscription: $5.00 yearly.

On the Beam

(Continued from Page 1)

The three Canadians, who received suitably inscribed silver bowls, were Harvey Harnick, Abe Cass and "Dutch" Levit.

While detailed information of the sales meeting is not available at this writing, it is understood that main topic of discussion at the meetings was sales policy for the new product, and screenings were to be held of the company's first three CinemaScope productions "The Long Grey Line", Three For The Show" and "The Violent Men." Columbia wound up the 1953-54 sales year with a gross of over $80,000,000 an all-time high, and company executives including both Harry and Jack Cohn are confident that the 1954-55 season gross will go even higher. The sensational business being racked up by "Caine Mutiny" and "On The Waterfront" so far, lends credibility to their optimism.

TELEGRAM

(Continued from Page 1)

"Starting Monday, November 15, The Telegram will: (1) Expand the entertainment section by several additional columns of news, reviews, photos and features. This space will be used to bring together the movie column; dramatic and music reviews and news now spread through the paper; plus additional pictures and news and feature stories, including a new Hollywood column and a weekly children's entertainment column.

"(2) Terminate the understanding whereby the exhibitors of first-run films are given a picture in the Saturday entertainment section and pay for the cost of the engravings.

(3) Appoint Ken Johnson, who has been writing the daily Fun Fare column for the last two years, to be responsible for the entertainment section and to work in close co-operation with the advertising department to assure the best possible presentation of both editorial matter and advertising.

"The immediate result of this policy will be that film and other entertainment news, features and pictures (in addition to Fun Fare) will be highlighted daily instead of Saturdays only. Pictures to support the opening of first run films will be selected and sized for their eye appeal and will be scheduled for the maximum benefit of the theatres. The films supported will be rotated in the fairest possible manner to all concerned . . . the readers and the advertisers.

"From week to week, The Telegram will be further expanding and brightening its coverage of entertainment. First will be the arrival from Vancouver within ten days of Clyde Gilmour, Canada's best known movie reviewer, to conduct the column currently being written by Ken Johnson.

"Other and equally important additions will be made to the entertainment staff within the next few weeks.

"We are confident that the improved coverage of entertainment will be reflected in more readers for The Telegram . . . more circulation naturally reacts to the benefit of the advertisers, who are encouraged to appropriate more dollars to attract more and more of our readers . . . a chain reaction which benefits us all.

"You are conscious, of course, of the phenomenal circulation growth of The Telegram during the last few years. In answer to scores of recent inquiries from the entertainment industry, we are taking this opportunity to inform you that our circulation has increased by 51,488 in the last two years to a total of 265,781. This establishes The Telegram as Canada's second largest daily newspaper.

"We look to the day — in the not too distant future — when The Telegram will be pre-eminent as the No. 1 entertainment guide in the Canadian newspaper field. We know this is not going to be easy, and to attain this objective we are planning regular round-table discussions with the entertainment industry. We would appreciate your comments — pro and con — as we proceed to our goal."

EXCITING FARE

(Continued from Page 1)

Equipments, General Theatre Supply Co., Rogers-Majestic Electronics, Radiant Mfg. Co., Canadian Theatre Chair Co., Perkins Electric, Theatre Poster Services, Saint-hill-Levine Co., uniforms, Laval Enterprises, and S. Evans & Sons, stonework and landscaping.

Among the confectionery and soft drink exhibitors will be Coca-Cola, Orange Crush, Pepsi-Cola, Borden's, and York Confections, while giveaways will be featured by Theatre Premiums Limited. The film companies include 20th Century-Fox, Paramount, Empire-Universal, Peerless, J. Arthur Rank, and Astral, to date, as well as Associated Screen News and Film Art Trailers.

Myers Appoints Black As Fox's Canadian Circuit Sales Manager

It has been announced by Peter S. Myers, Canadian division manager for Twentieth Century-Fox Corporation, that Cecil Black has been appointed Canadian Circuit Sales Manager.

Cecil Black comes to Twentieth Century-Fox with several years of experience in the distribution and exhibition fields of the Motion Picture Industry in Canada.

He graduated from the University of Manitoba in 1935 and joined the staff of Empire-Universal as booker in the Winnipeg and Toronto branches until 1938. Later he was transferred to the Winnipeg branch as salesman.

In 1943 he joined the Canadian Active army where he attained the rank of captain. After his discharge in 1946, he returned to Empire-Universal head office as manager of the playdate and contract department. In the same year he was appointed Calgary branch manager.

In 1950 he left the distribution field and built and operated the Northmain Drive-In in Winnipeg. The following year, he returned to Empire-Universal as supervisor of the Western Canadian branches leaving his position to join Twentieth Century-Fox.

CECIL BLACK

CAPAC And BMI Want Fees From TV In 55

The Composers, Authors and Publishers Association of Canada and Broadcast Music Inc. have both applied for authority to collect performing-right fees from television stations in Canada in 1955, the applications to be dealt with by the Copyright Appeal Board at Ottawa next January.

CAPAC has proposed TV program schedules against CBC outlets on a basis of revenue and area population and, for privately-owned stations, 1¾ percent of gross revenues only. BMI has asked permission to collect a flat $1,-800 a year from each private TV station. No change is proposed in radio-station fees by either society.

Romeo and Juliet

"Romeo and Juliet," the J. Arthur Rank presentation, will have its premiere at the Sutton Theatre, New York, Dec. 22nd.

FOR SALE OR LEASE

500 SEAT THEATRE
TECUMSEH
Estate to be settled
Contact Harland Rankin
O'Brien Real Estate
Chatham, Phone 334.

5 Color RKO Features Before End Of Year

Five productions, each representing a different form of screen entertainment and all in color will be released nationally by RKO between now and the end of the year, it was announced by Walter Branson, world-wide sales manager. Pictures are being released in an order contrasting the entertainment potentials of each.

Following its world premiere in Houston Nov. 11, "This Is My Love" will go into immediate release. On Nov. 19, "Cattle Queen of Montana" will be distributed nationally. "Underwater!" in Superscope, will open soon after its debut Dec. 21 at the Fox, St. Louis.

For the Christmas holiday, RKO will release Michael Myerberg's "Hansel and Gretel." "Passion" went into release at the beginning of this month.

TV LINKS

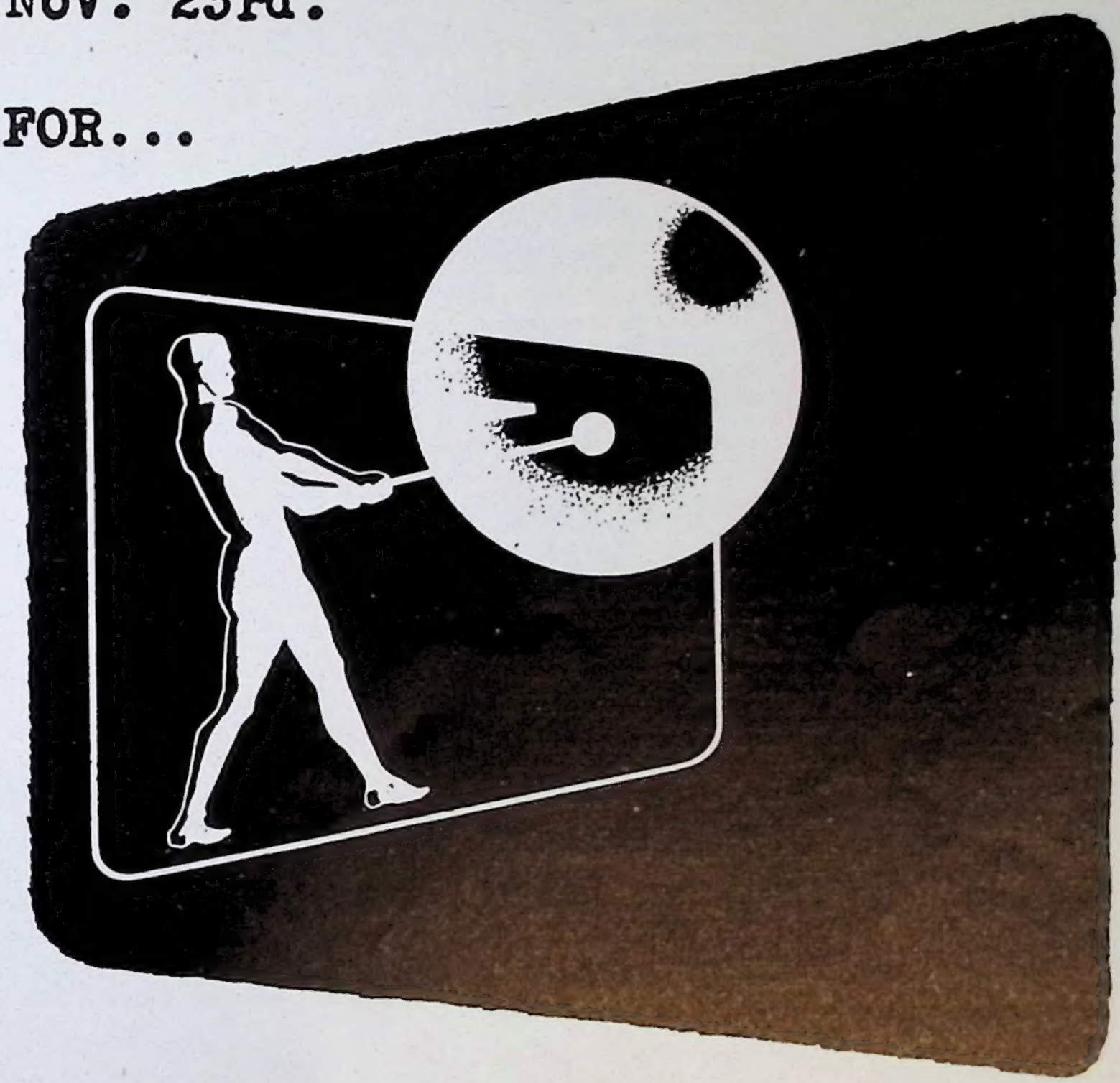
(Continued from Page 1)

for seven decades only in the venerable opera house on Broadway and 39th St. became a festive occasion in such widely separated communities as Philadelphia, Chicago, Indianapolis, St. Louis, Denver, Los Angeles and San Francisco. Thanks to closed-circuit television, the largest paying audience in the opera's history paid its way in to take part in an inaugural night.

There were theatres in the Bronx and Brooklyn as well as in such cities as Albany, Buffalo, Camden, Baltimore, Washington, Richmond, Pittsburgh, Erie, Detroit, Cleveland, Cincinnati, Milwaukee, etc.

We'll see you all
at the TRADE SHOW
on Nov. 23rd.

LOOK FOR...



JARO

A. W. Perry Announces 5 Top Features From Republic

Republic Studios will usher in the Christmas and New Year holidays with an unprecedented production surge for this time of the year with two productions starting before Christmas and three slated to roll in the first ten days of January it was announced by A. W. Perry, President of Empire-Universal, who distribute Republic product in Canada. The information came in the form of a wire from Herbert J. Yates, Republic president.

Inaugurating the quintet of features slated to roll this month will be "I Cover the Underworld," with William J. O'Sullivan set as associate producer.

Starting production on Dec. 1st will be "Man From Texas" to be filmed in Trucolor by Consolidated under the guidance of associate producer-director Joe Kane.

The first of the year will see filming launched on "Rebel Island," which will be filmed in Trucolor in the Bahamas with Edward Ludwig as associate producer-director. An untitled feature will go before the cameras on Jan. 3rd, the same date as "Rebel Island," to be followed by "San Antonio De Bexar" which will shoot in Texas. Associate producer-director Frank Lloyd is currently in the Lone Star state scouting locations. Production on the latter top-budget feature will start on Jan. 10th.

Francis A. Bateman western division sales manager for Republic, planed out for Salt Lake City and Denver over the weekend to set up world premiere plans for "Timberjack" in Missoula, Montana.

"Timberjack" in Trucolor stars Vera Ralston and Sterling Hayden.

Jacques Martin of the Mercier, Montreal, has shown once again just how aggressive he is as a showman in Montreal's east end. Capitalizing on the publicity for Jean Drapeau, Montreal's anti-vice mayor, he organized a canned food show for charity and he had Mayor-Elect Drapeau in person to preside over the event.

The photo shows Mayor Drapeau, on the right, being handed a sample can in the lobby of the Mercier.

MPTA Ask Exhibitors Report Flood Damage

Theatre owners in communities hit by the hurricane flood in the Toronto territory were urged by the Motion Picture Theatres Association of Ontario to check with their municipal councils to see that the latter were placing storm claims witout delay with the Ontario Flood Relief Commission, Queen's Park, Toronto.

Cohn Signs New Pact For 5 Years With Col.

Announcement was made at Columbia Pictures that the corporation had entered into a new five-year contract with Harry Cohn, its president.

The new contract will be submitted at the Annual Meeting in December for ratification.

C'Scope Installations By General Theatre

Bathurst, N.B., Capitol; Belleville, Ont., Belle; Brandon, Man., Strand; Brantford, Ont., Capitol; Brockville, Ont., Capitol; Calgary Alta., Capitol; Charlottetown, P.E.I., Prince Edward; Chatham, Ont., Capitol; Cornwall, Ont., Palace; E. Florenceville, N.B., Green's; Edmonton, Alta., Paramount; Ft. William, Ont., Capitol; Fredericton, N.B., Gaiety; Galt, Ont., Capitol; Guelph, Ont., Palace; Halifax, N.S., Capitol.

Hamilton, Ont., Kenilworth, Kenmore, Strand, Tivoli; Hull, P.Q., Cartier; Hull, Laurier; Jonquiere, P.Q., Cartier; Kentville, N.S., Paramount; Kingston, Ont., Capitol; Kitchener, Ont., Lyric; Lethbridge, Alta., Paramount; London, Ont., Capitol; Lunenburg, N.S. Capitol; Magog, P.Q., Magog; Medicine Hat, Alta., Monarch; Middleton, N.S., Capitol; Moncton, N.B., Paramount; Mont Joli, P.Q., Au Bon Cinema.

Montreal, P.Q., Palace, Rivoli, Rosemount; Moose Jaw, Sask., Capitol; Newcastle, N.B., Uptown; New Waterford, N.S., Paramount; New Westminister, B.C., Columbia; Niagara Falls, Ont., Seneca; North Bay, Ont., Capitol; Oshawa, Ont., Regent; Ottawa Ont., Capitol; Owen Sound, Ont., Classic; Peterborough, Ont., Paramount; Port Arthur, Ont., Paramount; Prince Albert, Sask., Strand.

Quebec, P.Q., Capitol, Cartier, Empire; Regina, Sask., Capitol; St. Agathe, P.Q., Roxy; St. Catharines, Ont., Capitol; Saint John, N.B., Paramount; St. John's, Nfld., Paramount; St. Thomas, Ont., Capitol; Sarnia, Ont., Capitol; Saskatoon, Sask., Capitol; Sault Ste. Marie, Ont., Algoma; Capitol, Century, Empire; Summerside, Sherbrooke, P.Q., Granada; Sudbury Ont., Capitol, Century, Empire; Summerside, P.E.I., Capitol; Sydney, N.S., Vogue; Three Rivers, P.Q., Capitol; Timmins, Ont., Victory.

Toronto, Ont., Beach, College, Eglinton, Imperial, Oakwood, Palace, Parkdale, Runnymede, 20th Fox Screen Room, University, Village; Vancouver, B.C., Broadway, Capitol, Stanley; Victoria, B.C., Royal; Welland, Ont., Capitol; Windsor, Ont., Capitol, Vanity; Winnipeg, Man., Capitol, Uptown; Wolfville, N.S., Acadia; Woodstock, Ont., Royal.

. . . better
HURRY!

only a few tickets
left for the

CANADIAN PICTURE PIONEERS
"PIONEER OF THE YEAR"
AWARD DINNER

• CRYSTAL BALLROOM •
KING EDWARD HOTEL

•

THURS., NOV. 25

• dress optional
• cocktails at seven thirty
• dinner at eight thirty
• dancing ten to one ayem

•

• benny louis
and his famous
orchestra

•

tom daley
co-ordinator

•

•

tickets $7.50 each
from dan krendel -
irving stern - monty hall
ferg martin - andy rouse
charlie dentlebeck
and walter kennedy

•

Chatter... That Could Matter!

By MAX CHIC

A hearty welcome to all those attending next week's industry meetings . . . we expect to make new friends and renew old friendships . . . with top equipment and top product on view, exhibitors attending the **Trade Show** will see for themselves the bright future that lies ahead . . . we expect to see one of the largest turn-outs yet at all the functions . . . just a reminder . . . **CMPDA** luncheon, Tuesday, Nov. 23 . . . **Variety Club** Induction, Prince George Hotel, Tuesday night, Nov. 23 . . . **MPTA** of Ont. luncheon Thursday, guest speaker **Arthur Mayer** and Thursday night the **Pioneers' Annual Dinner.**

UA's first **CinemaScope** release "Sitting Bull," will open next week at **Loew's,** London, and the **Grand,** Calgary . . . "Disneyland" is being carried by **CBC-TV** . . . **Walter Manley** reports that **Anna Neagle** and **Valentina Cortesa,** both appearing in **Republic** films, appeared at the Royal Film Performance, London, last Monday . . . **Fox's** "Desiree" got a terrific newspaper break in the **Toronto Star** when the **Star** gave front page space with a photo spread on page 2 on new letters discovered that were written by **Napoleon.**

Jan Sterling visited Toronto and from the looks of things captured all who met her. Shown with her are Jack Bernstein, Larry Stephans, Hye Bossin and yours truly.

We regret to report the death of **Steve Doane's** wife . . . **Frank Kershaw** was visiting Toronto last week . . . **Shea's,** Toronto is readying **CinemaScope** and will show **Warner Bros.** "Ring of Fear" as its first 'Scope film . . . **Jules Levey,** producer and originally from Toronto, was in town . . . **Fox** will be screening all day during the industry meetings, specially arranged for out-of-town visitors.

The Main Event of the Week . . . **Alex Barris** and the **Globe & Mail** rounded up some 50 movie houses in Toronto to collect theatre patrons' change to help close the gap for the **Community Chest.**

Ontario Hospital Tax Relief Cttee Preparing Brief for Prov. Gov't

As a result of the last meeting of the Ontario Exhibitors Committee for Admission Tax Relief, Mr. Arch Jolley held a conversation with Premier Frost regarding the precarious position in which the Exhibitors throughout Ontario find themselves at the present time, due principally to television competition, lack of patronage and high cost of operation.

During this conversation it was suggested to the Premier that relief through a substantial reduction in the present burdensome Provincial Hospitals Tax was urgently needed. The Premier asked that a brief be drawn up and submitted to him for his promised consideration. In accordance, a Joint Committee, representing all Exhibitors in Ontario is taking immediate action to prepare such a brief and present same to the government requesting the elimination of the entire tax on admission tickets of 50c and under and that the tax on tickets over 50c be reduced to 5% of the admission price.

In order to expedite the preparation of this brief, in view of the fact that the Provincial Budget is being prepared at the present time, the committee has asked that you immediately fill out the questionnaire below.

It is in your own interests that this information is requested and the results by the committee are wholly dependent on your co-operation, with the assurance that the information given will be held in strict confidence and will be used solely for the purpose of compiling total Provincial statistics to be used in the presentation of this brief.

TOWN: THEATRE:

1. Total paid attendance for the 10 month period Jan. 1st to Oct. 31st inclusive for the years:—

1954	1953	1952	1951
Jan. 1 to Oct. 31	Jan. 1 to Oct. 31	Jan. 1 to Oct. 31	Jan. 1 to Oct. 31

2. Amount of Hospitals Tax paid during same period:—

1954	1953	1952	1951

3. REMARKS AND SUGGESTIONS:

Signed.....
Owner or Manager.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Second week. White Christmas (Par.) VistaVision and Tech. with Bing Crosby.

SHEAS
Second week. Rear Window (Par.) Tech with James Stewart and Grace Kelly.

ODEON
Human Desire (Col.) with Glenn Ford and Gloria Grahame.

HYLAND and CHRISTIE
Eleventh week. Doctor in the House (JARO) Tech. with Dirk Bogarde.

UPTOWN
Third week. Betrayed (MGM) color with Clark Gable and Lana Turner.

LOEW'S
Fourth week. Brigadoon (MGM) C'Scope and color with Gene Kelly.

UNIVERSITY and EGLINTON
Black Widow (20th-Fox) C'Scope and color by De Luxe with Ginger Rogers.

INTERNATIONAL CINEMA
Sixth week. Pickwick Papers (IFD) with Hermione Gingold.

DOWNTOWN
Taza, Son of Conchise (E-U) Technicolor with Rock Hudson.

MONTREAL

CAPITOL
Apache (UA) Technicolor with Burt Lancaster.

LOEW'S
Garden of Evil (20th-Fox) C'Scope and Tech. with Gary Cooper.

PALACE
Second week. The Egyptian (20th-Fox) C'Scope and Color with Jean Simmons.

PRINCESS
Passion (RKO) Technicolor with Cornel Wilde and Yvonne DeCarlo.

AVENUE
Fourth week. Doctor in the House (JARO) Technicolor with Dirk Bogarde.

ORPHEUM
Khyber Patrol (UA) In color with Richard Egan.

WINNIPEG

CAPITOL
White Christmas (Par.) VistaVision and Technicolor with Bing Crosby.

LYCEUM
The Saracen Blade (Col.) Technicolor with Ricardo Montalban.

MET
Betrayed (MGM) Color with Clark Gable.

ODEON
Second week. The Caine Mutiny (Col.) Tech. with Humphrey Bogart.

GARRICK
The Black Shield of Falworth (E-U) C'Scope and Tech. with Tony Curtis.

OSBORNE CINEMA
Julius Caesar (MGM), Marlon Brando.

ST. JOHN

CAPITOL
The Mad Magician (Col.) and The Outlaw Stallion (Col.).

KENT
3 Coins in the Fountain (20th-Fox) C'Scope and Color with Clifton Webb.

PARAMOUNT
White Christmas (Par.) VistaVision and Technicolor with Bing Crosby and Danny Kaye.

VANCOUVER

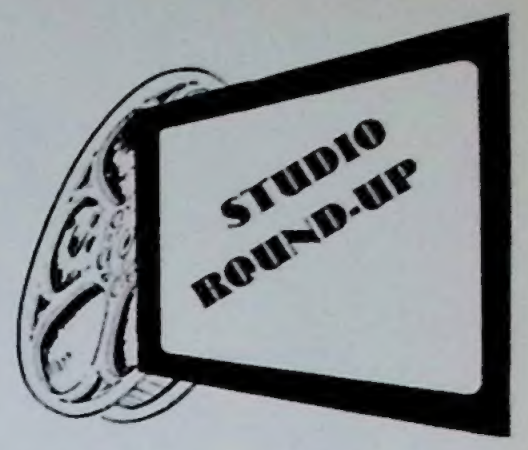
CAPITOL
Brigadoon (MGM) C'Scope and color with Gene Kelly.

ORPHEUM
White Christmas (Par.) Tech. and VistaVision with Bing Crosby and Danny Kaye.

VOGUE
Woman's World (20th-Fox) Tech. and C'Scope with Clifton Webb.

PLAZA and FRASER
The Glenn Miller Story (E-U) Tech. with James Stewart and June Allyson.

STUDIO
Father Brown Detective (Col.) with Alec Guinness.



JARO's "To Paris with Love" back at **Pinewood Studios** after being on location in Paris, this comedy has an imposing cast of **Alec Guinness, Vernon Gray** and **Odile Versois** . . . Producer-director **Robert B. Aldrich** announced that the **UA** release "Kiss Me Deadly" will go into production November 29th . . . **Paramount** signed **Cary Grant** to a new three picture contract . . . It's **Joan Crawford** for the lead role in **Columbia's** "The Queen Bee" . . . after completing his role in "Mister Roberts" for **Warners, James Cagney** moves to the **MGM** lot to play opposite **Doris Day** in the feature "Love Me Or Leave Me" . . . **Donald O'Connor's** next for **Universal** will be "The Navy Gets Francis" . . . **Jack Hawkins** of **Warner's** "Land of the Pharaohs" named Britain's top fan mag actor of the year . . . **Pine & Thomas** have purchased the powerful frontier novel "Lincoln McKeever" as one of their vehicles for **Paramount** . . . **MGM** signed **Lauren Bacall** and **Charles Boyer** for important roles in "The Cobweb," which will go into production shortly . . . **Jane Froman** acted as hostess at a special screening of **20th Century's** big release "Desiree" . . . Filming completed on **Allied Artist's** C'Scope film "The Black Prince" starring **Errol Flynn** and **Joanne Dru** . . . **Paramount,** New York, premiere for **Warner's Alan Ladd** starrer, "Drum Beat," November 17th . . . Academy award winner **Robert Rossen** in New York to confer with **UA** on final plans for "Alexander the Great" . . . **Columbia** borrows **George Sidney** from **Metro** to direct "The Eddie Duchin Story" . . . **Paramount** to film "Five Pennies" dramatic story of orchestra leader **Red Nichols** . . . **JARO's** "Romeo and Juliet" will be released in the U.S. for the Christmas season, in time to compete for the Academy Awards . . . **MGM** sneaked "The Last Time I Saw Paris" at the Loew's Theatre, Toronto, on Nov. 15th . . . Special screening of **Universal's** "Sign of the Pagan" November 16th, picture in **Technicolor** and **C'Scope** stars **Jeff Chandler** and **Rita Gam** . . . **Jack Webb's** next for **Warners** will be "Pete Kelly's Blues."

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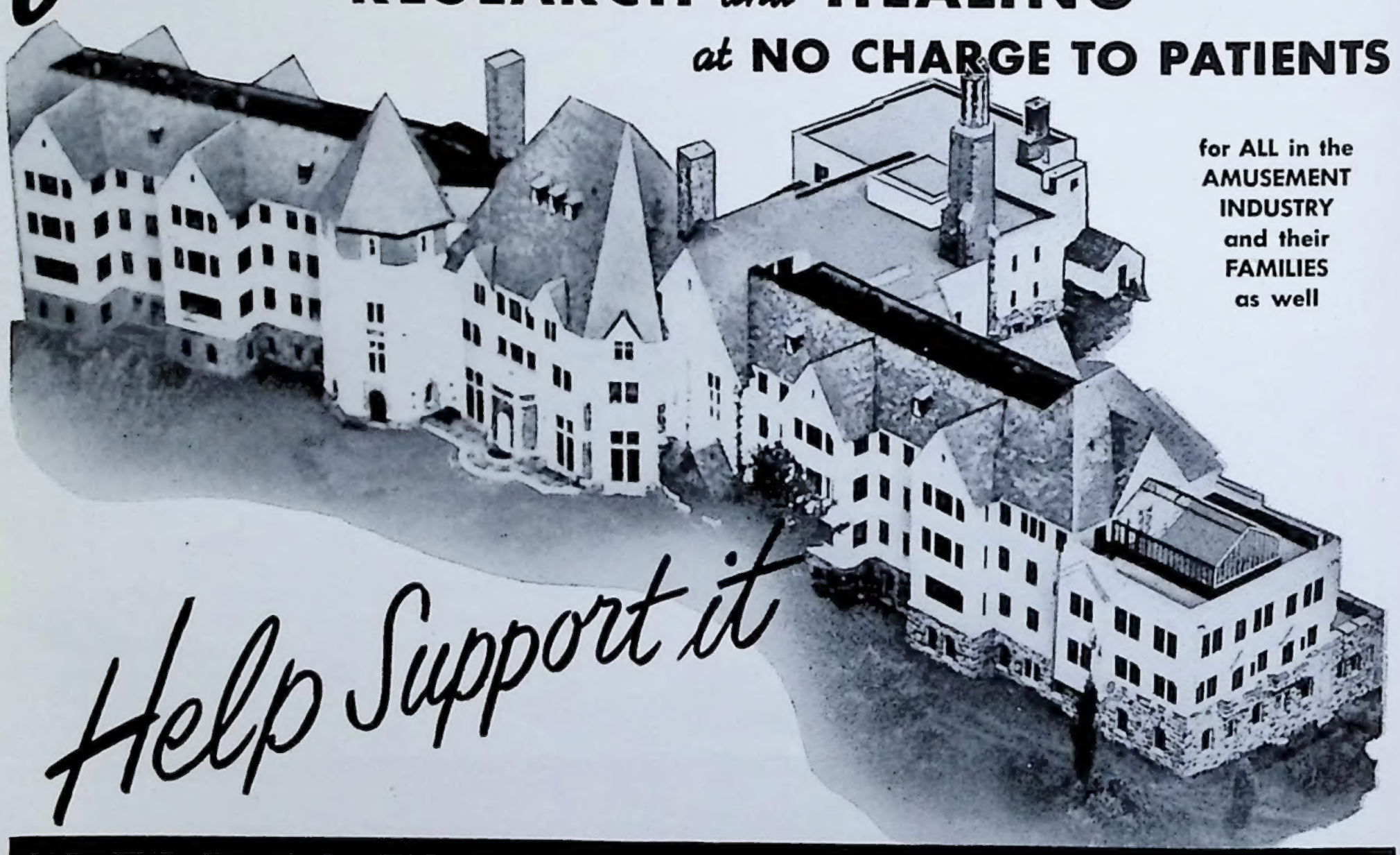

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